



FOR IMMEDIATE RELEASE

**New Seasons Market Implements Additional Precautionary Health and Safety Measures for Staff and Customers**

*Steps Include New Store Hours, Limited Entry, Register Screens and Supplemental Staff Pay and Benefits*

**PORTLAND, Ore. – March 22, 2020** – West Coast neighborhood grocer New Seasons Market today announced a number of additional temporary precautionary measures being implemented to support the safety and well-being of staff, customers and the community as the challenges posed by novel coronavirus (COVID-19) continue to evolve.

Beginning Saturday, March 21, 2020, select New Seasons Market stores implemented temporary customer limits to support the health and safety of staff and customers. Limited entry will roll out to all stores by Monday, March 23, 2020. Capacity limits will vary based on the square footage of the store, and while the queue process may initially differ store to store, New Seasons will introduce a digital process in the next few days to allow customers to wait in their car or take a walk around the block at a comfortable distance. New Seasons kindly asks customers to limit store visits to one person in their party to help minimize wait times.

"We are incredibly grateful to our customers for supporting the measures we are implementing for the protection of everyone in our stores. We are so proud of our staff who have such an incredible heart, showing up for each other and our community in unimaginable ways during this time of uncertainty," said Forrest Hoffmaster, chief executive officer of New Seasons Market. "We have been working tirelessly with our store operations teams and the local health authorities to determine temporary store procedures to help protect our staff and customers. We feel confident in the preventative measures we are taking to uphold the health and safety of our community."

"Local grocery workers are helping us keep our households and our community going. They've been on the frontlines, serving the public, as we respond to this crisis. We all owe them a debt of gratitude," said Multnomah County Chair Deborah Kafoury. "We also owe it to these workers, and each other, to ensure we follow social distancing protocol while shopping and that we are patient with each other. I applaud New Seasons Market and other grocery chains for putting these health-based procedures in place."

Additional measures being taken to ensure the safety of New Seasons Market staff and customers include:

- **Store Hours:** All New Seasons Market stores have shifted to open at 8:00 a.m. and close at 8:00 p.m. to allow staff time to stock shelves and prepare stores for customers.
- **Community Care Hour:** We are expanding our dedicated senior shopping hour to accommodate additional members of our community at higher risk of severe illness, such as customers who are immunocompromised or pregnant. We ask our customers to help us observe Community Care Hour from 8:00 a.m. – 9:00 a.m., Monday through Friday. We have also extended our Wednesday senior discount to all hours, Monday through Friday, to provide additional flexibility.
- **Store Signage and Safety:** To keep a healthy distance at checkout and service counters, we're rolling out new informational and directional signage in every store, and will be installing clear protective screens at the registers.

- **Suspending Reusable Bags and Beverage Containers:** Our stores will temporarily no longer accept reusable bags and beverage containers to prevent the spread of illness.
- **Increased Sanitation:** We are disinfecting common areas more frequently in accordance with health authorities' guidance, in addition to our usual rigorous sanitation and food safety procedures.

We are extremely grateful for the heroic service of our staff and are committed to supporting them through:

- **Staff Bonuses:** Staff working in stores will be paid a bi-weekly bonus to recognize their incredible dedication and work during this time.
- **Supplemental Paid Time Off for Illness (Extended):** Supplemental Paid Time Off (PTO) will be extended through April 28 to support staff members who show symptoms, are quarantined, caring for a family member, test positive or are at high-risk.
- **Supplemental Paid Time Off for Childcare (Extended):** The rapidly evolving situation means school closures and childcare options can be unpredictable. Supplemental Paid Time Off (PTO) will be extended through April 28 to ensure parents have the flexibility they need to care for their families while local schools are closed.
- **Increased Staff Discount and Staff Shopping Time:** We are temporarily increasing our staff discount to 30 percent off food, wellness products and household items across the store. Store staff are encouraged to take advantage of a dedicated time before opening and after closing to shop for themselves and their families.

We are continually evaluating our supplemental pay and benefits programs as the situation escalates in our communities, and will continue to do the right thing to support our staff as we always have.

Thank you for working with us to put the health and safety of our community first. For additional measures we are taking as well as future updates, please visit our website at [www.newseasonsmarket.com/stay-healthy](http://www.newseasonsmarket.com/stay-healthy).

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### **About New Seasons Market**

New Seasons Market is a friendly neighborhood grocery store that believes great-tasting, local food has the power to build community and enhance lives. From taking care of our staff, partners, neighborhoods and the environment, to growing a sustainable business, we're doing what we love with a commitment to cultivate a strong community centered around food. Founded in 2000 by three families and 50 friends in Portland, OR, we're now a team of over 3,500 passionate staff across 20 stores in Oregon, Washington and Northern California—serving a unique mix of locally sourced and organic items, classic grocery favorites, and chef-made grab and go meal solutions. We're proud of our progressive values—from offering industry-leading compensation and benefits, to committing 10 percent of our after-tax profits to the communities we serve. For more information, visit [www.newseasonsmarket.com](http://www.newseasonsmarket.com).

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